





6723

Revision #: 0

Date: 10/19/2012

在一个人

Client: OH CHECKS & BALANCES

Estimate: 2997

Media: TV

Description: OH CHECKS & BALANCES OCT 20-OCT 29 T

Product: TV

Flight Start Date: 10/20/12 5:00:00 AM

Market: Cincinnati

Flight End Date: 10/29/12 4:59:00 AM

Separation between spots: 10

Revision Comments:

Line	Daypart	Daypart		STN	Days Dur						Thu 10/25			Sun 10/28			Total Spots	
No	Program	Code	Gross	Net														
WKR	C-TV	1																
11	MTuWThF 6:00a-6:30a ₽	\ EM	\$1,200.00	\$1,020.00	30	0	0	1	1	1	1	1	0	0	1		6	
	GD MRN CINN@6																	
12	Sa 7:00a-8:00a	· WK	\$800.00	\$680.00	30	1	0	0	0	0	0	0	1	0	()	2	
	LOCAL12NW-SA 7																	
13	Sa 8:00a-9:00a	WK	\$1,100.00	\$935.00	30	1	0	0	0	0	0	0	1	0	()	2	
	SAT ER SHW-CBS																	
14	Sa 9:00a-10:00a	WK	\$1,100.00	\$935.00	30	1	0	0	0	0	0	0	1	0	()	2	
	SAT ER SHW-CBS																	
15	Su 9:00a-9:30a	WK	\$2,800.00	\$2,380.00	30	0	1	0	0	0	0	0	0	1	()	2	
	SUNDAY MRN-CBS																	
16	Su 9:30a-10:00a	WK	\$2,800.00	\$2,380.00	30	0	1	0	0	0	0	0	0	1	()	2	
	SUNDAY MRN-CBS 1/2																	
17	Su 10:00a-10:30a	WK	\$2,800.00	\$2,380.00	30	0	1	0	0	0	0	0	0	1	()	2	
	SUNDAY MRN-CBS	1																
18	MTuWThF 5:00p-5:30p∜	[∤] EN	\$2,000.00	\$1,700.00	30	0	0	0	0	0	0	0	0	0	1		1	
	LOCAL12 NEWS-5<	-																
19	MTuWThF 5:30p-6:00p₩	l EN	\$2,000.00	\$1,700.00	30	0	0	1	0	1	0	1	0	0	()	3	
	LOCAL12 NW-530<	n																
20	MTuWThF 6:00p-6:30p	/ EN	\$2,500.00	\$2,125.00	30	0	0	0	1	0	1	0	0	0	()	2	
	LOCAL12 NEWS-6<	v				_												
21	Sa 6:00p-6:30p	EN	\$1,000.00	\$850.00	30	(1) 0	0	0	C	0	0	0	0	()	1	
	NEWS						1											

11 N/A, mkgd 2x Big East @ 500 each. PH



CHECKS AND BALANCES

Revision #: 0 Date: 10/19/2012

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2997 Estimate:

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Product: TV

Flight Start Date: 10/20/12 5:00:00 AM

Market: Cincinnati

Flight End Date: 10/29/12 4:59:00 AM

Separation between spots: 10

Revision Comments:

Line No	Daypart Program	Daypari Code		STN Net	Days Dur					W ed 10/24						Total Spots
WKR	C-TV Y))-												 		
22	MTuWThF 11:00p-11:35p 🗸	LN	\$2,800.00	\$2,380.00	30	0	0	1	1	0	1	1	0	0	1	5
23	LATE NEWS Sa 11:00p-11:35p	LN	\$2,800.00	\$2,380.00	30	1	0	0	0	0	0	0	0	0	0	1
24	Su 11:00p-11:35p /	LN	\$2,800.00	\$2,380.00	30	0	1	0	0	0	0	0	0	0	0	1
25 >	MTuWThF 11:35p-12:35a D LETTRMAN-CBS<		\$1,000.00	\$850.00	30	0	0	1	0	1	0	0	0	0	0	2
	A 1			Total	Spots:	5	4	4	3	3	3	3	3	3	3	34
	Total C	ost:	\$65,600.00	\$55,760.	00											
	Total															
	OC	T 12	\$59,600.00	\$50,660.0	00											31
	NO	V 12	\$6,000.00	\$5,100.0	00											3
												Signat	ure:			

Disclaimer:



Summary by Station/System

Date: 10/19/2012

Client: OH CHECKS & BALANCES

Estimate: 2997

Media: TV

Description: OH CHECKS & BALANCES OCT 20-OCT 29 T

Product: TV

Flight Start Date: 10/20/12 5:00:00 AM

Market: Cincinnati

Flight End Date: 10/29/12 4:59:00 AM

Separation between spots: 10

Station	Total Spots	STN Gross PCT	STN Net
WKRC-TV	34	\$65,600.00 100%	\$55,760.00 100%
Market Total:	34	\$65,600.00	\$55,760.00

Dienger, Whitney

From: Jacobs, Sarah

Sent: Friday, October 19, 2012 10:55 AM

To: Dienger, Whitney

Subject: FW: Checks & Balances MKGD WKRC

From: Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]

Sent: Friday, October 19, 2012 10:53 AM

To: Jacobs, Sarah

Subject: RE: Checks & Balances MKGD WKRC

ok

From: Jacobs, Sarah [mailto:SJacobs@local12.com]

Sent: Friday, October 19, 2012 10:49 AM

To: Whitney Eversole

Subject: Checks & Balances MKGD WKRC

Importance: High

1x Sat 6-630pm News at \$1000 is N/A due no news due football. Mkgd 2x Big East game 10/20 at \$500 each.

Please confirm. Thanks SAJ

Sarah Jacobs

Local Sales Manager WKRC CBS 12/Local 12.2 The CW Cincinnati 513/763-5672

ORDER

Orders	Order / Rev:	67231					LOCAL	<u> </u>		
	Alt Order #:									
	Product Desc:		oh checks & balances		1					
	Estimate:	2997					Local 12 WKRC-TV	C-TV		
	Flight Dates:	10/20/	10/20/12 - 10/29/12		Primary AE:	úi	LSM LSM			
	Original Date / Rev:		10/19/12 / 10/19/12		Sales Office:	.e.	CVG			
	Order Type:	GENERAL	RAL		Sales Region:	ion:	Local			
Agency	Name:	Strate	Strategic Media Placement	ment						
,	Buying Contact				- Billing Type:	·	400			
	Billing Contact:				- Billing Calendar	o. Gori	Broadcast			1
		•	7669 Stagers Loop		Billing Cycle:	<u>.e.</u> :	EOM/EOC			ı
		Delawa	Delaware, OH 43015		- Agency Co	Agency Commission:	15%			
Advertiser	.e.	Check	Checks and Balances for Economic G	for Economic (ď					
	Demographic				New Business Thru:	ess Thru:				
	Product Codes:		Issues/Propositions		Order Separation:	aration:	00:15:00			1
	Priority:				- Advertiser	Advertiser External ID:				l
	Revenue Codes:		AGY, POL-ISS, GEN		Agency External ID:	dernal ID:				
Bill Plan				-	Totals					
Start Date	End Date #	# Spots Gross Amount	mount Net Amount	Γ	Month	# Spots	Gross Amount	Net Amount	onut	Rating
10/01/12	10/28/12	32 \$5	\$59,600.00 \$		October 2012 November 2012	32	\$59,600.00		\$50,660.00	0.00
					Totals	35	\$65,600.00		\$55,760.00	0.00
Account Executives	es				,					
Account Executive		Sales Office Sa	Sales Region	Start Date / End Date	Date	Order %				
LSM LSM				Start Of Order - End Of Order	End Of Order	100%				
Order Share		Share	Total							
Local 12 WKRC-TV	C-TV	41%	\$65,600.00							
Market		100%	\$160,000.00							
Competitive Share	hare	Share	Total							
EKRC		1%	\$1,600.00							
WCPO		%0	\$0.00							
WLWT		%0	\$0.00							
WSTR		%0	\$0.00							
Y Y X X X X X X X X X X		8	9							
		اء	de Break		ne Days	Len Spots		Rtg Type Spots		Amount
N 1 WKRC	10/22/12 10/29/12	6a 6a	Good Morn CincinnatCM Good Morn Cincinnati	6:00 AM-6:30 AM 1 (6:00 AM-6:30 AM) v	AM 11111 AM) /	:30 5 \$1	\$1,200.00P-1 0.	0.00 NM	9	\$7,200.00
Start			Spots/Week		Rating		,			
Week: 10/22/12 Week: 10/29/12	2/12 10/28/12 9/12 11/04/12	$\frac{11111}{1}$	S 1	5 \$1,200.00 1 \$1,200.00	0.00					
N 2 WKRC	N 2 WKRC 10/20/12 10/27/12		2 News SaCM	7:00 AM-8:00 AM -	AM1-	:30 1	\$800.00P-1 0	0.00 NM	2	\$1,600.00
Start	Start Date End Date	6a-8a Local 12 News Sat Weekdays	Z News Sat Spots/Week	(7:00 AM-8:00 Rate	AM) ∜ Rating		>			
Week: 10/1! Week: 10/2;		1		\$800.00	0.00					
N 3 WKRC	10/20/12 10/27/12	2 CBS This Mon	ning Satur&M	8:00 AM-9:00 AM -	AM1-	:30 1 \$1	\$1,100.00P-1 0	0.00 NM	2	\$2,200.00

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Local 12 WKRC-TV Checks and Balances for Economic Grov oh checks & balances 2997 Product Desc: Advertiser: Estimate: 10/20/12 - 10/29/12 67231 Order / Rev: Flight Dates: Alt Order #:

\$2,200.00 \$5,600.00 \$5,600.00 \$5,600.00 \$6,000.00 \$5,000.00 \$2,800.00 \$2,800.00 \$2,000.00 \$1,000.00 \$14,000.00 \$2,000.00 Amount $^{\circ}$ $^{\circ}$ $^{\circ}$ $^{\circ}$ ო α 2 2 2 Spots Rtg Type 0.00 NM \$2,800.00P-1 Rate Pri \$2,800.00P-1 \$1,000.00P-2 \$500.00P-4 800.00P-2 \$2,800.00P-2 \$2,800.00P-2 \$1,100.00P-1 \$2,800,00P-1 \$2,000.00P-1 \$2,500.00P-2 \$2,000.00P-1 > > \$2, ന N 2 2 Len Spots 8 8 8 8 33 8 8 30 8 8 8 Days 11111 5:30 PM-6:00 PM 1-1-1 -1-1 1-1-(10:00 AM-10:30 AM) U 9:00 AM-10:00 AM---0.00 Rating 0.00 0.00 (9:00 AM-10:00 AM) v 0.0 0.00 9:00 AM-9:30 AM ---0.00 0.00 9:30 AM-10:00 AM----(9:30 AM-10:00 AM) ∨ 0.00 0.00 0.00 5:00 PM-5:30 PM 1--0.0 0.00 Rating 0.00 0.0 0.0 0.00 0.00 Rating Rating Rating Rating Rating Rating Rating Rating Rating 10:00 AM-10:30 AI --Rating (5:00 PM-5:30 PM) V (9:00 AM-9:30 AM) ν (5:30 PM-6:00 PM) \lor (8:00 AM-9:00 AM) v Break Start/End Time 1135p-1235a √ \$1,100.00 1.\$1,100.00 1×\$2,800.00 1 (\$2,800.00 1 \$2,800.00 k <u>Rate</u> 1 \$2,800.00 1 \$2,800.00 \$2,000.00 Rate \$2,000.00 \$2,800.00 \$2,800.00 \$2,500.00 11p-1135p / <u>Rate</u> '\$2,800.00 *\$2,800.00 *1,000.00 Rate Rate Rate 11p-1135p 11p-1135p Rate Rate 6p-630p Spots/Week Rate 2 \$500.00 12p-330p Spots/Week Spots/Week Spots/Week 4 Spots/Week Spots/Week Spots/Week Spots/Week Spots/Week Spots/Week Spots/Week Spots/Week Spots/Week CBS This Morning Satur&M S S ∑ 5p Local 12 News at FiveM 5p Local 12 News at FiveM S 11p M-F Local 12 News CM 11p Sa-Su Local 12 Nws 11 11p Sa-Su Local 12 NwsCM 11p Sa-Su Local 12 Nws 11 S 6p Local 12 News at SixCM 11p Sa-Su Local 12 NwsCM 11p M-F Local 12 News 11 5p Local 12 News at Five 5p Local 12 News at Five 6p Local 12 News at Six CBS Sun Morning CBS Sun Morn News CBS Sun Morn News CBS Sun Morning CBS Sun Morn News Saturday Early Show Saturday Early Show CBS Sun Morning Big East Football Big East Football Inventory Code Weekdays Weekdays 7 Weekdays Weekdays 11-11----1-/ Weekdays Weekdays Weekdays Weekdays Weekdays Weekdays Weekdays Weekdays Weekdays 1-1-1-Letterman Letterman Start Date End Date Week: 10/29/12 11/04/12 9 WKRC 10/22/12 10/26/12 End Date 10/21/12 10/28/12 End Date 10/21/12 10/28/12 8 WKRC 10/29/12 10/29/12 End Date 10/28/12 N 11 WKRC 10/20/12 10/20/12 N 12 WKRC 10/22/12 10/29/12 End Date 10/28/12 11/04/12 N 15 WKRC 10/22/12 10/24/12 10/27/12 N 5 WKRC 10/21/12 10/28/12 10/28/12 N 7 WKRC 10/21/12 10/28/12 N 10 WKRC 10/23/12 10/25/12 10/20/12 N 14 WKRC 10/21/12 10/21/12 End Date End Date 10/21/12 10/28/12 End Date 10/21/12 10/28/12 End Date End Date End Date End Date End Date 10/21/12 10/21/12 10/21/12 10/21/12 10/28/12 10/28/12 10/28/12 Шg N 13 WKRC 10/20/12 N 4 WKRC 10/20/12 WKRC 10/21/12 Start Start Date Week: 10/15/12 Start Date Week: 10/15/12 Week: 10/22/12 Week: 10/15/12 Week: 10/22/12 Week: 10/15/12 Week: 10/22/12 Week: 10/22/12 Week: 10/29/12 Start Date Week: 10/15/12 Week: 10/22/12 Week: 10/15/12 Week: 10/22/12 Week: 10/22/12 Week: 10/22/12 Week: 10/15/12 Week: 10/15/12 Week: 10/22/12 ပ် ი Z 5 ဖ z z

\$65,600,00

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Totals